



CITY OF RIVERSIDE

Issues and Options for Sign Regulation:
Building and Freestanding Signs
Sign Code Review Committee Meeting
February 13, 2014

DYETT & BHATIA
Urban and Regional Planners

Agenda

- Principles for Sign Controls
- General Provisions
- Building and Freestanding Signs
 - Current Regulations and Guidelines
 - Issues
- Policy Questions and Discussion
- Next Steps

Principles for Sign Controls

- Basic Constitutional and design principles
 - Time, place, manner, and content neutrality
 - Positive contribution to general appearance of street and commercial areas
- Establish a basis for general requirements and review
- Incorporated in current Sign Design Guidelines but not in General Sign Provisions (Chapter 19.620)

Design Principles

- Architectural compatibility--an integral element of building design
- Consistency with area character
- Legibility--Size and proportion of sign components reflect viewer characteristics, anticipated distance, travel speed
- Readability--Clear and concise without competition for eye
- Visibility--Conspicuous and distinguishable to make communication easy

Architectural Compatibility



Signs are integrated with building design, compatible in color, scale.



Signs conflict with building's visual order

Consistency with Area Character



Signs incorporate common design elements, materials, themes.



Signs break from theme and use patterns of district

Readability

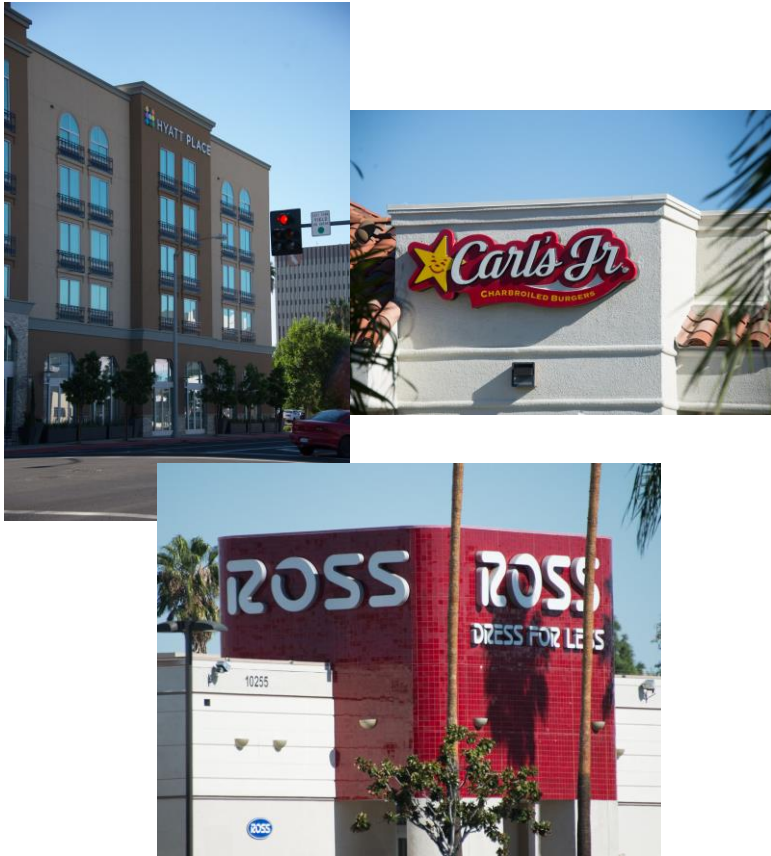


Signs are easily recognizable; clear and precise.

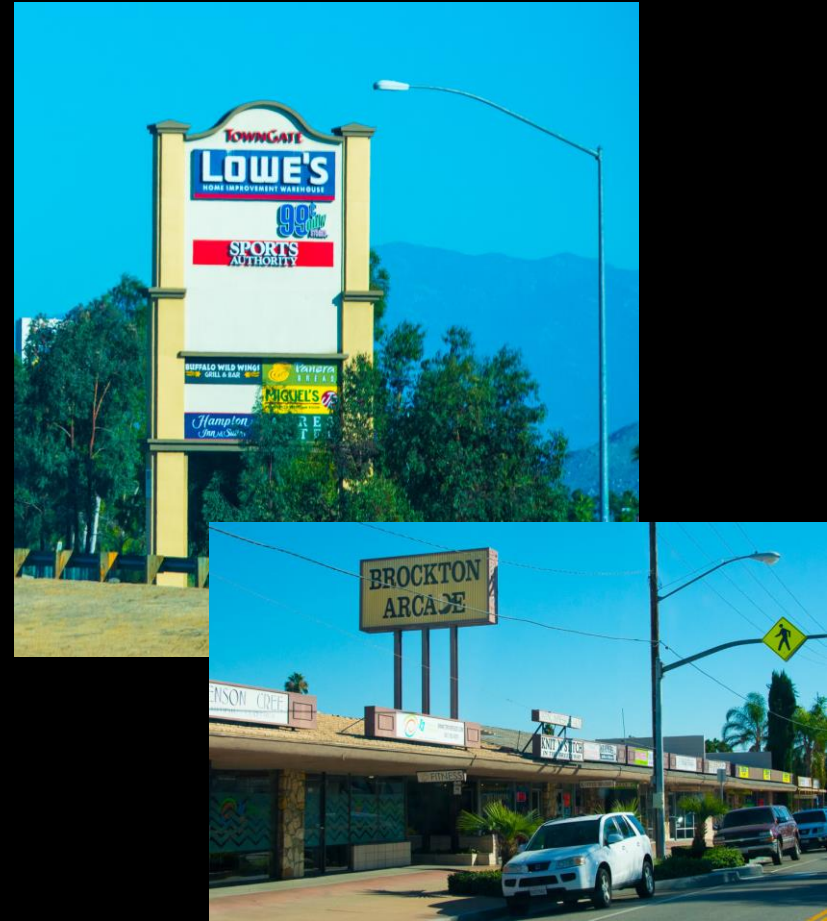


Signs are cluttered; little message hierarchy

Visibility



Signs are conspicuous, easily distinguishable.



Signs are obscured or poorly placed.

General Provisions

- Requirements applicable to all on-premises signs
- Signs that comply with all standards may also need design review approval or Certificate of Appropriateness and Minor CUP
- Signs that do not comply with all applicable requirements permitted only with variance
- Permissible sign locations

General Provisions: Issues

- Restrictions on number of signs by type as well as information items on individual signs
- Limits on number of signs on single frontage may be problematic
- Additional flexibility may be needed for atypical situations (e.g. sign types, aggregate area, etc.)



General Provisions: Policy Questions

- *Should the total sign “budget” (aggregate sign area) for projects in non-residential zones be adjusted (e.g. restrictions on maximum area and height adequate without limit on number)?*
- *Should code regulate size of text and text area rather than number of information items?*
- *Should specific additional adjustments to total sign area be created to account for specific circumstances, such as freeway-oriented sites?*

Building Sign Types

- Wall signs
- Window signs
- Projecting signs
 - Blade signs
 - Awnings and canopies
 - Shingle signs
 - Marquees
- Roof signs



Current Standards: Office, Commercial and Industrial Building Signs

| Type | Number | Maximum Area |
|-----------------------------|---|---|
| Wall signs | 1/frontage 2/frontage with minimum 80 ft. width of frontage | 1 sq. ft./lineal foot of lease space or building frontage Maximum 200 sq. ft./frontage combined sign area on any given frontage. |
| Window signs | 1/public entrance for each use or occupancy | 9 sq. ft. |
| Under canopy | 1/use or occupancy | 9 sq. ft. |
| Signs above the third floor | 1/use/frontage to 3rd floor or in lieu of signs on the 2 nd & 3 rd floors, 1 at top of building but not above roof line | 1 sq. ft./lineal feet of frontage up to 100 sq. ft. for building up to 4 stories; up to 150 sq. ft. for building 5-6 stories; 200 sq. ft. for building 7-10 stories; and up to 250 sq. ft. for building over 10 stories |

Wall Signs: Issues

- Current regulations do not allow signs above 3rd floor but taller buildings may have one sign near top on each frontage
- Maximum permitted area of wall signs ranges from 100 to 250 sq. ft. depending on building height
- No special provisions for high-rise identification signs in current regulations

Wall Signs: Policy Questions

- *How should the City regulate wall signs on buildings with three or less floors?*
- *What are appropriate standards for buildings taller than 4 stories?*
- *Should there be special rules for signs on the top of very tall buildings?*



Window Signs: Issues

- Code limits size of permanent window signs (9 sq. ft.) but not percentage of window area that may be covered
- Guidelines restrict percent of window area (15%) and height of sign copy (8 inches)
- Code includes no requirements for maintaining visibility of interior



Window Signs: Policy Questions

- *Should maximum area be limited to 15%, as stated in Guidelines, or 9 sq. ft, whichever is less?*
- *Are additional standards needed to promote pedestrian activity and allow views into building interiors?*



Projecting Signs: Issues

- Signs may not extend farther than 12 inches from building face in most cases
- Under canopy signs up to 9 sq. ft. permitted
- Current code has no specific provisions for marquee or awning signs



Projecting Signs: Policy Questions

- *Should projecting and shingle signs attached to buildings, awnings, and canopies be permitted in all commercial districts? Limited to pedestrian-oriented areas?*
- *Which features of projecting signs should the code regulate? Should there be specific standards for awnings, shingle signs, marquees, etc. ?*



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Roof Signs

- Current code prohibits roof signs
- Exception for signs attached to mansard roof and for historic resources in lieu of freestanding or vehicle-oriented projecting signs to replicate original historic sign



Roof Signs: Policy Questions

- *Should list of prohibited signs include roof signs?*
- *Are there any other circumstances when roof signs may be appropriate?*



Freestanding Sign Types

- Monument signs
- Pole signs
- Pylon signs
- Entry gateways
- Other freestanding
 - Directional
 - Informational commercial

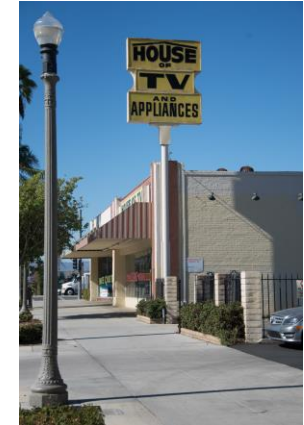


Current Standards: Office, Commercial and Industrial Freestanding Signs

| ZONE | NUMBER | AREA | HEIGHT |
|--|---|---|--|
| Office or Commercial not in complex | 1 /use displaying 1 article of information | 25 sq. ft. | 6 feet |
| Commercial complex -- Under 2 acres | 1 monument sign displaying 2 articles of information | 30 sq. ft. | 6 feet |
| --2-6 acres | 1 monument sign displaying 2 articles of information | 40 sq. ft. | 8 feet |
| --6-10 acres | 1 monument sign displaying 2 articles of information per major frontage plus 1 monument with 1 article of info/300 ft secondary | 50 sq. ft. major frontage/25 sq. ft. secondary | 8 ft major frontage/6 ft secondary frontage |
| --10 or more acres | 1 pole sign displaying 3 articles of information per major frontage plus 1 monument with 1 article of info/300 ft secondary | 100 sq. ft. major frontage/25 sq. ft. secondary | 25 ft major frontage/6 ft secondary frontage |

Pole and Monument Signs: Policy Questions

- *Should there be additional regulations for pole signs and monument signs such as number of sides, restriction to freeway-oriented areas, etc.?*
- *Should maximum permitted height of monument signs be increased?*



Other Freestanding Signs: Issues

- No specific provisions for pylon signs, which may be a preferable alternative to pole signs
- No specific regulations for freestanding “informational” commercial signs
- No specific regulations for entry gateways, which may exceed size and height of other sign types



Other Freestanding Signs: Policy Questions

- *Should Riverside establish specific requirements for pylon signs?*
- *How should the City regulate freestanding “informational” commercial signs?*
- *Should there be specific standards for entry gateways?*



Coming Up Next

- Additional issues, options, and questions
 - Exempt, Prohibited, Temporary, and Residential Signs
 - Other Sign Features
 - Administration and Enforcement
 - Definitions
- Annotated outline of revised sign regulations with “plain English” commentary



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